



Metropolitan Washington Association of Plumbing-Heating-Cooling Contractors

Newsleak

Calendar of Events

- March 5 - Meeting
 - ⇒ 5:00 - Board Meeting
 - ⇒ 6:00 - T-4 Training : Hot Water Recirculation
 - ⇒ 7:30 - Dinner and General Meeting
- April 2 - Meeting

Message from the President — Charlie Perkins

After this very cold winter, many of us are looking forward to spring which is right around the corner. Hopefully the frigid temperatures of winter brought substantial heating work for our member companies and kept you busy through the cold season. Now it's time to look forward to warmer weather and spending time enjoying the outdoors, maybe watching a baseball game and going for a motorcycle ride. It's also time to gear up for air conditioning season as it doesn't stay spring-like for very long in our area.

In our industry we are very dependent on the weather – hoping for very hot weather in the summer and very cold weather in the winter to increase our business. Some-

times the weather makes working conditions difficult and uncomfortable. As business owners we need to be flexible and adjust to this business variable that is completely out of our control. It is one of many challenges for small business owners and for plumbing, heating & cooling professionals, it can be particularly problematic. It is one of the many benefits of association membership that we can talk at association meetings with other companies to see how they are faring in all kinds of weather and adjusting to the difficulties of our industry.

And speaking of looking forward to spring, planning for our annual fishing trip out of Chesapeake Beach, MD is underway. I know

I've had a great time in the past especially the year when I reeled in a 48" citation rock fish. We have reserved 4 boats for the trip. This outing is very popular and fills quickly every year so be sure to go to our website or pick up a flyer at the March meeting for all of the details and registration information.



If you have any questions or would like to make suggestions for the association, please feel free to contact me at 301-937-6700.

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MWPHCC March Meeting Sponsored by NH Yates

We hope that you will join us for our next meeting on Thursday, March 5, 2015 sponsored by N.H. Yates and Taco Pumps. Dave Holdorf, factory trainer from Taco will provide an in-depth training on Hot Water Recirculation including the Smart Plus, Plumb-n-Plug, the Taco Genie and the Hot Link Crossover Valve. The training will begin at 6:00 pm. Following the training, join us at 7:30 pm for our general meeting and dinner.

Since 1949 N.H. Yates & Co., Inc. has been providing the highest

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facilities in Cranston and Fall River, Massachusetts. Taco's commitments to Green Building, as evidenced in its acclaimed LoadMatch® and FloPro® systems, as well as to innovations in energy-efficient systems, design software, training, and support is matched only by the loyalty it extends to its employees, vendors, and customers.

Please be sure to attend our March meeting and learn more about Taco Pumps and N.H. Yates.

What You Need to Know About the NAECA 2015 Water Heater Efficiency Standards

What is NAECA?

Beginning next month on April 16, 2015, the Department of Energy (DOE) will make effective its new energy efficiency mandates, as part of the National Appliance and Energy Conservation Act (NAECA). This update will affect all household appliances manufactured for sale in the U.S., and Canada will soon follow in their implementation of similar energy efficiency upgrades. This new update was first announced in April 2010. Part of this efficiency standards update will require nearly all residential electric, oil, gas and tankless gas water heaters to carry higher Energy Factor (EF) ratings. The new rule does not preclude the installation of non-compliant products that are manufactured before April 16, 2015.

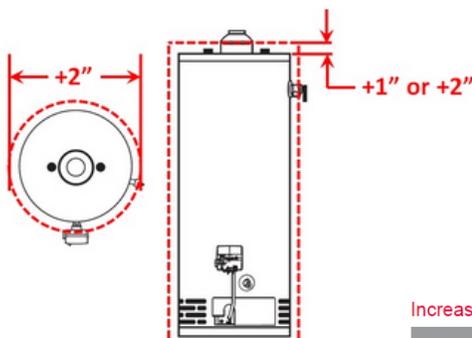
GAS

Units over 55 gallons will have to use condensing technology. That will require:

- Larger and heavier units than non-condensing models.
- More flue tubes or bigger flues, and other venting requirements such as exhausting with plastic pipe (PVC, CPVC, ABS).
- Additional insulation likely.
- Blowers, electronic controls, etc.
- Need for condensate disposal.
- Will require 120 VAC.

Note: New code requirements may be instituted.

One likely impact will be an increase in overall tank size – by up to 2 inches in diameter and 1-2 inches in height.



Both electric and gas water heaters will now be broken down into two size categories:

1. 20 to 55 gallon; and,
2. 55 gallon and larger.

Contractors will need to take into consideration the following:

- Contracting firms will need to get employees up to speed on the new technologies. Training on the new products will be critical.
- Some installations will now require two people and larger trucks as water heaters get larger and heavier.
- High efficiency gas water heaters produce condensate which will require a drain somewhere in the vicinity of the water heater, and/or

a condensate pump.

- High efficiency water heaters vent with plastic pipe, which has to be constructed by the installer.
- A heat pump water heater generally requires a 10 ft. x 10 ft. room, or a duct to an adjoining room to operate properly.
- Water heaters installed in tight areas, and increasing in height and/or diameter may present installation challenges.
- The installer must also be cognizant of the impact of noise as new models may operate at a noise level which will lead to homeowner complaints if not addressed up front.

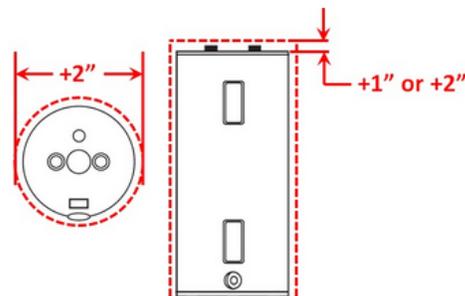
ELECTRIC

Units over 55 gallons will require heat pump technology. Things to consider:

- Most heat pump water heaters require 700-1,000 cubic feet of space.
- Ambient room temperature will affect performance and heat pump will affect surrounding air temperature.
- Regular maintenance may be required (cleaning, changing filters, etc.).
- Noise level (compressor, blower) will be a factor.
- Condensate disposal will be a factor.

Note: New code requirements may be instituted.

Electric water heaters likely will require more insulation. This will increase the diameter by up to 2 inches and the height by up to 1-2 inches.



Increasing EF Requirements for Water Heaters

GAS	Up to 55 Gallon Capacity				Greater than 55 Gallon Capacity		
	Tankless	30	40	50	60	65	75
Rated Storage Vol. (Gallons)							
Current Standard	.62	.61	.59	.58	.56	.55	.53
2015 Standard	.82	.63	.62	.60	.75	.75	.74

ELECTRIC	20-55 Gallon Capacity				Greater than 55 Gallon Capacity		
	20	30	40	50	65	80	120
Rated Storage Vol. (Gallons)							
Current Standard	.94	.93	.92	.90	.88	.86	.81
2015 Standard	.95	.95	.95	.95	1.98	1.97	1.92



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Implementing a Small Business Social Media Strategy by Jean Folger

A hundred years ago, most businesses were local brick-and-mortars that relied on door-to-door marketing to engage the public. As technology evolved, motion pictures, radio and television opened up new avenues for business marketing, eventually expanding to include direct mail, telemarketing, print advertising, trade shows and e-mail blasts. While these practices have proven successful over the years, many of today's consumers now view them as intrusive, and have consequently become quite savvy at ignoring traditional marketing attempts.

Enter social media – a Web-based inbound approach to marketing that helps small businesses get found online. The term “social media” refers to various Web sites where people connect, interact and share online. Today, 62% of adults worldwide use some form of social media via computers, smartphones, tablets, game consoles, Internet-enabled TVs, handheld music players and e-readers.

While social media began as a way to connect friends and family, it has become the norm for all types of businesses – from mom and pop restaurants to high-tech firms – to have a social media presence.

You don't have to be a Fortune 100 company to take advantage of social media, but as the statistics demonstrate, today's businesses are actively using social media. Coupled with the sheer number of people who actively participate in online social communities, it becomes difficult for small businesses to defend a stance against joining the social media movement.

As social media continues to change the way people communicate, it has become an increasingly important tool for small businesses. As Hannah Twigg, Digital Producer with The Program, explains, “Social media allows [small businesses] to have direct communication with their customers, with the potential to transform [the business] into a virtual sales team.” With so many people engaging in social media, it is difficult to ignore its potential to help businesses reach out to new and existing clients. Twigg affirms, “When it comes to recommendations for products and services, people trust other people they know far more than any sophisticated marketing campaign. The more ‘fans’ you create, the more ‘likes’ you motivate and the

more ‘shares’ you inspire. As others in your customers’ circles observe what their friends and relatives promote, they will follow suit.”

Small businesses can implement social media strategies to reach and engage existing and potential clients, while spreading the word about their products and services. In today's connected world, where customers research purchases online and seek recommendations from friends and family, it is in the best interest of most small businesses to have a vibrant and interactive social media presence. Here, we will review the various social media platforms, and explain how to implement a small business social media strategy.

The first step in creating a social media strategy for your small business is to define your goals. What do you want to achieve through social media? How will you use social media to promote your business? For example, you may want to use social media:

- For general branding purposes
- To interact with your audience
- To share coupons and offers
- To drive traffic to your Web site
- To market a new line of products

Going hand in hand with establishing your social media goals is defining your target audience. Companies have traditionally relied on market research to figure out where to most effectively put their radio, print and television advertising dollars. Today, small businesses can look to research organizations that provide information on how consumers use social media. Knowing how your existing and potential customers use social media is an important part of developing an effective social media strategy.

Your target demographic is specific to your business and will depend on the goods and services that you offer. In order to understand your audience, you must determine which social media sites your existing and potential clients use – where are they online?

You can perform your own non-scientific research to find out if your target demographic is

active on a particular social media platform. One way is to research your competitors' sites; if they are engaging successfully with an audience on a particular social network, then you should be able to target your audience on the same platform. You can also search the various social media platforms for keywords that pertain to your business. For example, to find out if your audience is active on LinkedIn, you can enter your keywords into the People search box in the top menu bar.

As you develop your online presence, it is important to have a plan for the type of content that you will deliver to your existing and potential clients, and the frequency with which it will be delivered. You need to decide what you are going to post and when you are going to post it.

Content Categories and Types

The type of content that you deliver will be largely dependent upon your business and your goals for using social media and should be appropriate to both. Your content should be relevant and fresh, and focus on the clients rather than on your company. What do your existing and potential clients want to read about? What do they want to see? What do they want to learn? Social media is about sharing, not just advertising. Education-based marketing is usually more effective than a sales pitch. If you are viewed as an industry expert providing interesting content, you will be able to grow a loyal fan base.

Traditionally, marketing efforts have focused on finding customers through television, radio and print advertisements, direct mail, telemarketing, frequent email blasts and so forth. The idea was, “throw a big enough net and you're sure to catch some fish.”

Today's businesses can take a different approach. Rather than hunting down clients, businesses can now use social media to make it easier for their potential clients to find *them*. This approach is less intrusive than older marketing techniques, and because social media relies on people being, well, *social*, it can prove an effective way to spread your message across the Internet.

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OSHA's Fall Prevention Campaign

FALLS ARE THE LEADING CAUSE OF DEATH IN CONSTRUCTION. In 2013[†], there were 294 fall fatalities (284 falls to lower level) out of 796 total fatalities in construction. **These deaths are preventable.**

[†] 2013 Bureau of Labor Statistics are preliminary

Falls can be prevented and lives can be saved through three simple steps:

Plan, Provide and Train

This website is part of OSHA's nationwide outreach campaign to raise awareness among workers and employers about the hazards of falls from ladders, scaffolds and roofs. The educational resources page gives workers and employers information about falls and how to prevent them. There are also training tools for employers to use and posters to display at their worksites. Many of the new resources target vulnerable workers with limited English proficiency.

We invite you to join in this effort by helping to reach workers and employers in your community with the resources you find on this site. OSHA will continue to add information and tools to this page throughout the year.

OSHA has partnered with the National Institute for Occupational Safety and Health and National Occupational Research Agenda (NORA) - Construction Sector on this nationwide outreach

campaign to raise awareness among workers and employers about common fall hazards in construction, and how falls from ladders, scaffolds and roofs can be prevented and lives can be saved. Here's how:

PLAN ahead to get the job done safely

When working from heights, such as ladders, scaffolds, and roofs, employers must plan projects to ensure that the job is done safely. Begin by deciding how the job will be done, what tasks will be involved, and what safety equipment may be needed to complete each task.

When estimating the cost of a job, employers should include safety equipment, and plan to have all the necessary equipment and tools available at the construction site. For example, in a roofing job, think about all of the different fall hazards, such as holes or skylights and leading edges, then plan and select fall protection suitable to that work, such as personal fall arrest systems (PFAS).

PROVIDE the right equipment

Workers who are six feet or more above lower levels are at risk for serious injury or death if they should fall. To protect these workers, employers must provide fall protection and the right equipment

for the job, including the right kinds of ladders, scaffolds, and safety gear.

Different ladders and scaffolds are appropriate for different jobs. Always provide workers with the kind they need to get the job done safely. For roof work, there are many ways to prevent falls. If workers use personal fall arrest systems (PFAS), provide a harness for each worker who needs to tie off to the anchor. Make sure the PFAS fits, and regularly inspect all fall protection equipment to ensure it's still in good condition and safe to use.

TRAIN everyone to use the equipment safely

Falls can be prevented when workers understand proper set-up and safe use of equipment, so they need training on the specific equipment they will use to complete the job. Employers must train workers in hazard recognition and in the care and safe use ladders, scaffolds, fall protection systems, and other equipment they'll be using on the job.

OSHA has provided numerous materials and resources that employers can use during toolbox talks to train workers on safe practices to avoid falls in construction. Falls from ladders, scaffolds and roofs can be prevented and lives can be saved through three simple steps: Plan, Provide and Train.



"Falls can be prevented when workers understand proper set-up and safe use of equipment, so they need training on the specific equipment they will use to complete the job."

Welcome New Member: LiveGreen Plumbing Services, LLC

We would like to welcome new member, LiveGreen Plumbing Services, LLC to the Metro Washington PHCC. LiveGreen Plumbing is an environmentally conscious company that specializes in green technologies such as energy efficient water heaters, water saving technologies and water filtration. They are a full service plumbing and heating company that services Maryland, Northern Virginia and Washington, DC.

Additionally, Bakri Brown, the Operations Manager owns BMB Plumbing Career Consultants. This company specializes in Master and Journeyman test preparation for the WSSC tests. He provides all test books and study guides. He can be contacted directly at 240-515-7257.

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Three Ways to Bring the Trades to Your Community by Allie Perez

You've heard contractors say it more than once, "I'm desperate for skilled workers!" Heck, you may have said this yourself. But, even the most diversified and active recruitment and hiring plans can fall short. In Texas, the average age of a Master Plumber is 58 years old! What's going to happen to the industry in seven years? We only bring in one apprentice for every four plumbers that are leaving the trades. These numbers don't add up. So, what can you do to bring the trades into your community and start addressing this problem? Read on for three simple ways to bring the trades into your community.

Get Out There! Jump in!

The easiest and best way to start is by attending a career day at your local school. Starting at your kid's school or maybe a relative's or employee's child's school is a great place to start. Up the ante and contact your local school district about being a presenter at local career events. What good does this do? Well, it illustrates to young people that there are alternatives to college. It also helps to change the perception of the "dirty tradesman." You're able, through your presence, to demonstrate the proven suc-

cess of a life in the trades.

Make it Fun!

When presenting always make sure you're honest. It doesn't help to recruit young people if you are pitching an unrealistic dream. Also, use visual aids such as, Power Point presentations or show and tell. In the trades, we are very lucky to be able to bring our trades directly into the classroom. Show the students your tools of the trade and allow them to ask direct questions about your daily activities. Throw in a presentation and they're sold. When I attend local career events, I ensure that each classroom has a sink with an exposed piping system underneath. Then I split the class into two groups. One group goes to the sink with me and I explain drainage and supply. The second group, moderated by their instructor, is able to handle the tools and show and tell items I've brought along. It is very engaging and way more fun than listening to another "boring presentation."

Build Relationships!

Create a relationship with the guidance counselor and inform them that you are very open to

them sharing your contact information. Through word of mouth you will find that you are very popular within their district. Counselors are dying for diversification when presenting career paths to young people. Help them along and show them how beneficial a life in the trades has been for you and how great it can be for their students. Always send a follow-up note or email thanking them for having you at their event and invite them to save your information for future events.

Obviously, there are a great deal of ways to penetrate society with information about a life in the trades. It is our individual responsibility to present the trades to our community and illustrate to them how important the trades are in their daily lives. The trades are economy proof and provide excellent benefits to those committed to their profession. Don't be afraid to share what you love!

This information is brought to you by: PHCC Educational Foundation.



March 16 - 22, 2015

Leaks Can Run, but They Can't Hide

Are you ready to chase down leaks? Household leaks can waste more than 1 trillion gallons of water annually nationwide, so each year we hunt down the drips during Fix a Leak Week. This is a great time for plumbers to help their customers repair or replace dripping faucets, toilet flappers and showerheads.

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